



“We had already decided to group relamp and install new ballasts. Switching to T8 lamps with Starcoat™ gives us better color and higher lumen maintenance at no extra cost.”

— Kevin Scott
Property Manager
ZCMI Center Mall

New GE fluorescent lighting system with Starcoat™ technology offers shopping mall better color rendering, 95% lumen maintenance.

When an energy audit showed ZCMI Center Mall property manager Kevin Scott he could achieve dramatic energy savings—*and a 1.8 year return on investment*—he initiated a group relamping effort. Scott replaced all fluorescent lamps and ballasts in the 550,000 sq. ft. downtown Salt Lake City shopping mall with 32-watt GE T8 fluorescent lamps and GE electronic ballasts.

“We are always looking for ways to conserve energy, including ways to cut the heat load on our air conditioning systems,” Scott said. **“The audit showed replacing the old F40 fluorescent lamps and ballasts with new T8 energy efficient lamps and ballasts could cut our lighting energy costs almost 33 percent and air conditioning costs a projected \$3,600 plus.”**

While waiting to install the 2,400 new GE T8 fluorescent lamps and 600 new high performance electronic ballasts, **Scott saw a demonstration of the new GE T8 fluorescent lamps with Starcoat™ at a trade show. At the recommendation of the local GE representative, he decided to change the Mall order to the new Starcoat™ product.**

He was not disappointed. **Once the GE T8 with Starcoat™ was installed in the Main Street Mall entrance, Scott noted a dramatic improvement in lighting, including better color rendition. “We not only liked the new look, but we now have 95% lumen maintenance over the lamp life at no added cost,” noted Scott. “It was a win-win for the ZCMI Center Mall.”**



GE Lighting